

Safeguarding your data

This article summarizes Google Analytics' data practices and commitment to protecting the confidentiality and security of data. Visitors to sites or apps using Google Analytics (aka "users") may learn about our end user controls.

Site or app owners using Google Analytics (aka "customers") may find this a useful resource, particularly if they are businesses affected by the [European Economic Area's General Data Protection Regulation](#), or [California's California Consumer Privacy Act](#). See also [the Google privacy policy](#) and Google's site for [customers and partners](#).

Information for Visitors of Sites and Apps Using Google Analytics

[Our privacy policy](#)

[Google Analytics cookies and identifiers](#)

Information for Sites and Apps Using Google Analytics

[Google Analytics under the General Data Protection Regulation \(GDPR\)](#)

[Google Analytics under the California Consumer Privacy Act \(CCPA\)](#)

[Google Analytics under the Lei Geral de Proteção de Dados \(LGPD\)](#)

[International transfers](#)

[Data Collected by Google Analytics](#)

[What is the data used for?](#)

[Data access](#)

[Data Controls for retention, deletion, and portability](#)

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